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**DATE:** February 26, 2010

**TO:** Advisory Board Members and Alternates

**FROM:** JD Allen, Manager

**RE:** **Meetings of Thursday and Friday, March 11 and 12, 2010**  
**Hilton Garden Inn, Sacramento – Promotion & Research Committees**  
**California Farm Bureau Office, Sacramento – Executive Committee & Board**

In consultation with Board Chairman Sarb Johl, we have called meetings of the Advertising and Promotion, Research and Executive Committees and the Advisory Board for the above dates and place. The Promotion and Research Committee meetings will be held at the Hilton Garden Inn, Pine "A", (see map on back), on Thursday and the Executive Committee and Board meetings will be held at the California Farm Bureau Office in Sacramento. The agendas for the meetings are enclosed.

On Thursday the Promotion Committee meeting will start at 1:00 pm at the Hilton Garden Inn with the Research Committee meeting starting at 3:00 pm, immediately following the Promotion meeting and will last till about 4:00 pm. **You will note that lunch will not be provided, so you are on your own for lunch on Thursday.** However, there will be a contingent going out to dinner at "Chevy's on the Levy" for dinner that evening at 6:30 pm.

There will be a short Executive Committee meeting at 9:00 am before the Board meeting starts at 9:30 am. on the 12<sup>th</sup> in the First Floor Conference Room, with lunch to be served at 12 noon.

We trust all of you will make every effort to be there. If there is some question about which meeting you should attend, we have enclosed a roster of all the Committees so you will know on which Committee you serve. **Please use the enclosed response form in whatever manner you prefer so we will know how many will be attending.**

We look forward to seeing you again on the 11<sup>th</sup> and 12<sup>th</sup>.

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*Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please call the Board office within 48 hours of the start of the meeting.*

*For program information (Braille, large print, audiotape, etc.), individuals should contact the Board office 48 hours prior to the meeting.*

# California Cling Peach Board

Friday, March 12, 2010 -- 9:30 am  
California Farm Bureau – First Floor Conference Room  
Sacramento

## BOARD MEETING AGENDA

- A. Call to Order-Roll Call/Establish Quorum – *Manderfield*
- B. Self Introductions
- C. Introduction of New Members – *Manderfield*
- D. Election of Officers – *Manderfield*
- E. Review/Acceptance of Minutes, Board Meeting of 11/6/09
- F. Financial Report—*Allen*
- G. CLFP Report—*Ed Yates*
- H. Crop and Market Report
  - 1. Growers
  - 2. Processors
- I. Research Committee Report — *Zolezzi*
  - 1. Recommendation on Research projects for 2010-2011
  - 2. Approval of Research Projects
- J. Advertising and Promotion Committee – *Rajeev Davit*
  - 1. Report on 2009-10 MAP Activities – *Jean Valentine*
  - 2. Update of 2009-10 Domestic Program – *ECHO*
  - 3. Preview of the 2010-2011 Promotion Programs
  - 4. Discussion of Cannery Request for Foreign Promo Funds
- K. Government and Trade Affairs
- L. Old Business
- M. Executive Committee Report – *Rajeev Davit*
- N. Executive Session to discuss Board Litigation or Personnel Pursuant to Article IX, Section 11126 of Govt. Code
- O. Revision of 2009-10 Budget, if Necessary
- P. Open Discussion Period, Future Agenda Items & Meeting Schedule
- Q. Adjournment

*Board action may be taken on any of the above agenda items*